ANNUAL REPORT

for the fiscal year
ending March 31, 1985

Department of Tourism

To His Honour
The Honourable Alan R. Abraham, C.D.
Lieutenant Governor of Nova Scotia

May it Please Your Honour:

I have the honour to submit the Annual Report of the Department of Tourism for the fiscal year ending March 31, 1985.

Respectfully submitted

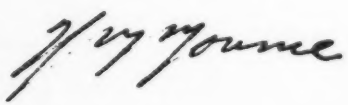
R. Fisher Hudson

Honourable R. Fisher Hudson, Q.C.
Minister of Tourism

The Honourable R. Fisher Hudson, Q.C.
Minister of Tourism
Province of Nova Scotia
Halifax, Nova Scotia

Sir,

I have the honour to present to you the report of the Nova Scotia Department of Tourism for the fiscal year ending March 31, 1985.



Kenneth M. Mounce
Deputy Minister

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BLUENOSE II

Nova Scotia's schooner *Bluenose II* had a most active year during which her activities on behalf of Nova Scotia were highlighted by her role as leader of the first gathering of international sail-training ships on Canada's east coast. In 1984 she sailed 8,400 miles and received national attention from coverage of the Parade of Sail program in print and electronic media.

Bluenose II sailed in 1984 to Bermuda, where she took part in a Canadian Broadcasting Corporation film entitled "Coast of Dreams." The hour-long feature was shown on CBC Television to promote Nova Scotia as a tourism destination. It featured the gathering of tall ships at Halifax and Sydney during the overall eastern Canadian, Quebec-Nova Scotia 1984 Parade of Sail program.

Bluenose II led the fleet from Bermuda to Halifax and was Parade of Sail leader out of Halifax Harbour to Quebec City and to Sydney.

Following her involvement with this large international fleet, *Bluenose II* resumed her normal operations of public cruises and charters in Halifax, where some 5,000 visitors, not including corporate charters, enjoyed a unique sail.

Bluenose II was also an honoured guest at various coastal festivals and events at Baddeck, Sydney, Louisbourg, Annapolis Royal, and Pubnico. In the fall, *Bluenose II* undertook various promotional activities on behalf of the Province of Nova Scotia in New England ports, including Rockland, Gloucester, and Boston.

Late in 1984 it was confirmed that *Bluenose II* would represent Nova Scotia at the opening of the 1986 World's Fair in Vancouver, B.C. The voyage will commence in early 1986 with a return to Nova Scotian waters in the summer of that year.

In the spring of 1984, a five-year rebuilding and upgrading program was completed on the schooner with the addition of two new main engines and replacement of other structural items.

FINANCE AND ADMINISTRATION DIVISION

The Finance and Administration Division manages two important grant programs of the Department of Tourism.

Regional association grants are given to encourage, stimulate, and generally support the development of tourism within regions of the province. The dollar amount of each grant is determined by the number of counties comprising a region, with Cape Breton considered to be two regions. In 1984–85 grants totalling $198,500 were made to the following regional associations:

Cape Breton Tourist Association	$38,000
Annapolis Valley Affiliated Boards of Trade	21,500
Central Nova Tourist Association	20,500
Antigonish/Eastern Shore Tourist Association	21,000
Tourism Halifax	19,000
Dartmouth Tourist Commission	19,000
Pictou County Tourist Association	19,500
South Shore Tourism Association	21,500
Yarmouth County Tourist Association	19,000

Municipal bureau grants are provided to assist local organizations to operate seasonal tourist bureaus in their communities. The grant is based on 50 per cent of the expense of operating the bureau to a maximum of $1,250. In 1984–1985, the following organizations were provided grants to operate municipal tourist bureaus (a number in parentheses indicates that more than one bureau grant was paid):

Yarmouth County Tourist Association
Town of Digby
Kentville and Area Board of Trade
Windsor Jaycees
Bridgetown Board of Trade
Annapolis District Board of Trade
Middleton Tourist Association
Town of Wolfville
Truro and District Chamber of Commerce
Springhill Senior Citizens
Parrsboro and District Chamber of Commerce
Amherst and Area Tourist Association
New Horizons Unlimited—Joggins
Municipality of Clare

Pictou County Tourist Association (2)
Cape Breton Tourist Association (2)
Canso Historical Society
City of Dartmouth
Municipality of Barrington
Bridgewater Chamber of Commerce
Lunenburg Board of Trade

For the third year, the Finance and Administration Division administered the department's funding for the Nova Scotia Tattoo. Tattoo '84 was presented at the Halifax Metro Centre from June 27 to July 1 with the theme "This Year in History."

INDUSTRY DEVELOPMENT DIVISION

The Industry Development Division continued to administer the Hotel Regulations Act and the Camping Establishments Regulation Act, together with its other functions of providing planning and tourism business advisory services to the hospitality/tourism industry, made up of over 550 fixed-roof accommodation and campground businesses and prospective tourism small-business entrepreneurs.

Technical and business planning assistance was provided during 1984 to a number of major tourism development projects approved under the federal Industrial Recovery Development Program which was terminated November 9, 1984.

The division was involved in the conceptual evaluation and assessment of a variety of tourism development projects for which applications were made to the Nova Scotia Resources Development Board and to the Small Business Finance Corporation. The director acts as a resource person to the Nova Scotia Resources Development Board.

The division focused a considerable effort during 1984, in cooperation with the Department of Development, on the development of a second Canada/Nova Scotia Tourism Agreement. The federal and provincial governments announced on November 9, 1984, an agreement to commit $14 million to strengthen the international competitiveness of Nova Scotia's tourism industry. Public information packages containing program criteria, eligibility for application, and other program information were expected to be

available by late 1985. Initial meetings with representatives of the Tourism Industry Association of Nova Scotia were held to discuss various aspects of the Canada/Nova Scotia Tourism Agreement.

A continuing liaison was maintained with the Tourism Industry Association of Nova Scotia, the regional tourism associations, the Restaurant and Foodservices Association, Nova Scotia Branch, the Innkeepers Guild of Nova Scotia, and the Federation of Chefs de Cuisine of Nova Scotia.

The division was represented on a number of interdepartmental committees dealing with downtown issues, offshore issues, thematic mapping, parks, recreation and heritage resources, craft production issues, and a provincial resource atlas.

The division participated in a series of meetings with private sector interests with regard to improving the tourism statistics and planning data upon which future tourism industry development decisions can be made.

The division provides representatives on advisory committees for tourism/hospitality education programs conducted at the University College of Cape Breton, Dartmouth Regional Vocational School, and Mount Saint Vincent University.

DRIE — Tourism Sub-Agreement

The Manager of DRIE Agreements and Special Projects negotiated with his federal counterparts a new $14 million Subsidiary Agreement for which he serves on the Management Committee.

There are three programs within the Subsidiary Agreement:

I Planning and Program Development	$ 1,070,000
II Industry Development	$10,500,000
III Market Development	$ 2,430,000

The Manager of Special Projects was involved in the continuing restoration of Annapolis Royal. He represented the department on the Standing Committee for Parks and Recreation and was involved in a major feasibility study and business plan for the Annapolis Basin area.

Industry Services Section

The Manager of Industry Services was involved in the following areas for the fiscal year 1984–85.

He conducted six waiter/waitress training programs, at Truro, Lunenburg, Wallace, Yarmouth, Guysborough, and Lower Sackville, attended by a total of 90 industry personnel. He conducted four training programs for frontline staff at Bedford, Louisbourg, Halifax, and Kejimkujik involving 59 industry personnel. As well, he conducted a food-service program for eight kitchen staff and three operators at Auld Cove.

The Manager of Industry Services also participated in eight tourism industry conferences and conducted four career-day seminars during the year.

Hospitality-awareness training programs for front-service staff were conducted in 82 locations for approximately 1,400 staff (700 training man-days).

The manager is on the Advisory Board of the two-year diploma Hospitality Management program at the University College of Cape Breton. He attended two meetings in Sydney on October 30, 1984 and February 12, 1985.

The manager is responsible for any provincial employment program that involves tourism. In 1984, tourism (government and industry) received from PEP approximately 260 jobs out of 6,000 allocated to all sectors.

The Manager attended a new management training program, Distant University Education Television (DUET), at Mount Saint Vincent University one day a week for 12 weeks.

Training Films

The training films that the Department of Tourism has in stock continue to be used extensively. The manager uses the food-service training films when conducting waiter/waitress programs or frontline service programs.

Fifteen operators in the province also made use of the training films to conduct their own programs in 1984–85.

Complaints and Compliments

The department dealt with 229 tourism-related complaints and received 373 compliments during 1984. A comparison of the 1984 and 1983 figures indicates a 19 per cent reduction in tourism-related complaints for the year.

	1983	1984
Complaints	282	229
Compliments	606	373
	888	602

Inspection Services Section

The Inspection Services Section is responsible for the administration of the Hotel Act and Regulations under the Act, and the Camping Establishments Regulation Act and Regulations under the Act. The section has three functions: inspection, counselling, and statistics.

Personnel of the section include the Co-ordinator of Inspection Services, two accommodation development officers, a Senior Inspector of Camping Establishments, and two campground inspectors.

Fixed-Roof Accommodation

For the year 1984, there were 409 hotels licensed, an increase of 13 over the previous year. The total number of available rooms was 10,757, an increase of 145 rooms from the previous year. The average number of rooms per licensed establishment was 26.

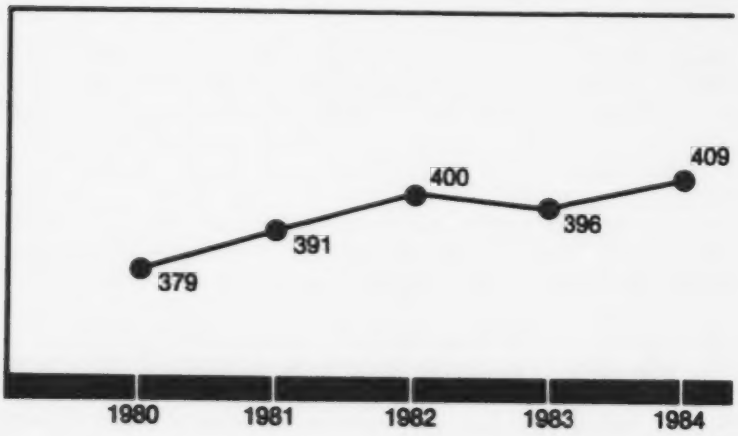
Total Accommodation

Hotels	3,472
Tourist homes	382
Cabins	1,346
Motels	5,557
	10,757
(Previous year)	10,612
	+ 145

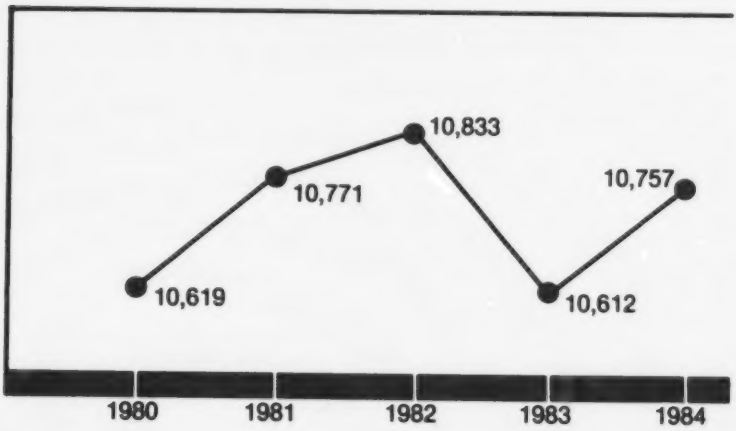
Increases and Decreases

	Rooms Added	New Construction	Rooms Discontinued	Net Change
Hotels	43	—	25	+ 18
Tourist homes	73	—	22	+ 51
Cabins	23	—	12	+ 11
Motels	22	80	37	+ 65
	161	80	-95	+ 145

Licensed Establishments



Licensed Rooms



The total number of rooms available in various parts of the province was as follows:

Anna. Valley	South Shore	Hfx./ Dart.	Eastern Shore	Cape Breton	Northumb. Strait	Fundy Shore	Total
1,964	1,015	3,409	212	2,671	735	751	10,757

Five-Year View

Over a five-year period, accommodation increased from 10,619 rooms in 1980 to 10,757 rooms in 1984, for an increase of 138 rooms. During this period, 1,059 rooms were constructed and 264 additional rooms were provided in tourist homes, but this was partially offset by a number of older establishments going out of business.

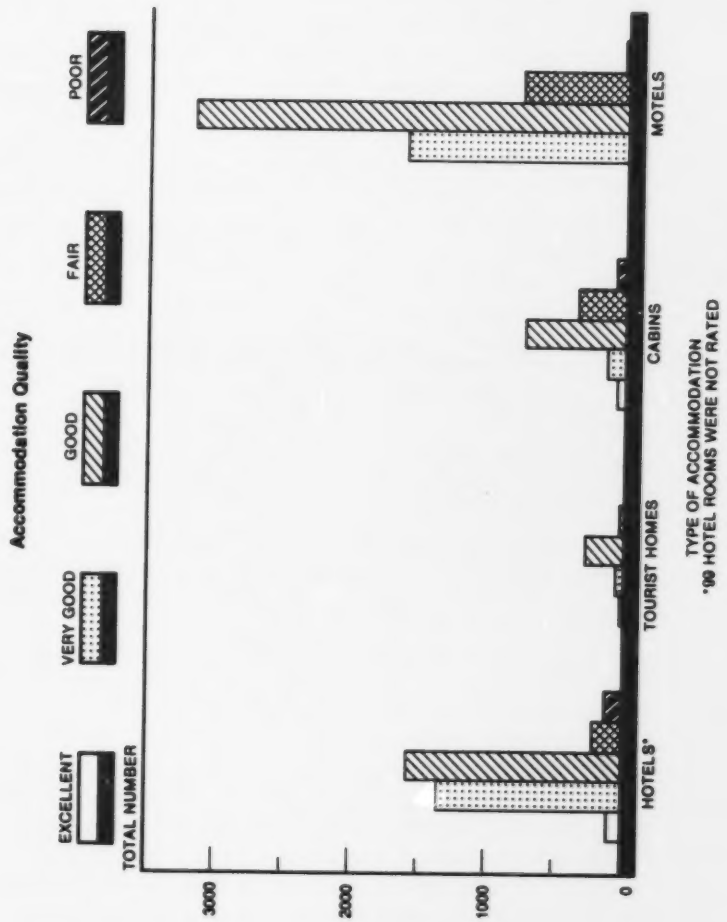
Standards of accommodation in Nova Scotia continue to improve as new modern rooms replace obsolete accommodation. Hotels, motels, and bed and breakfast facilities show an increase while cabins have declined.

There were 391 inspections made by the accommodation development officers and the co-ordinator of Inspection Services. The co-ordinator responded to eight counselling calls.

Following inspections, the accommodation development officers made a general evaluation of establishments.

Accommodation Quality

Rating	Hotel Rooms	Motel Rooms	Cabin Rooms	Tourist Home Rooms	Total Rooms
Excellent	101	—	62	12	175
Very good	1,350	1,611	131	59	3,151
Good	1,577	3,166	735	282	5,760
Fair	219	770	352	29	1,370
Poor	126	10	66	—	202
Not rated	99	—	—	—	99
					10,757


Accommodation Quality
EXCELLENT
VERY GOOD
GOOD
FAIR
POOR
TOTAL NUMBER
3000
2000
1000
0
HOTELS*
TOURIST HOMES
CABINS
MOTELS
TYPE OF ACCOMMODATION
*99 HOTEL ROOMS WERE NOT RATED

Housekeeping

During 1984–85, 20 establishments were sold and continued operation under new ownership, and structural improvements were made in 52 establishments.

Swimming pools were provided in 64 places of accommodation; 227 establishments had televisions in all units; and 119 establishments had telephones in all units. Twenty-nine establishments served breakfast and dinner, and 116 establishments served three meals a day. Two hundred and one establishments were open all year; 210 establishments were seasonal.

Five licenses were refused because the establishments did not meet the requirements of the Hotel Regulations.

Paragraphs submitted to the marketing division for listing in the travel guide *Where to Stay, What to See, What to Do* were checked by the accommodation development officers, and 361 establishments were listed in this publication for 1985.

There were 116 inquiries handled during the year concerning building, renovating, or operating new accommodations. There were 20 projects completed, and 42 projects were active at the end of the fiscal year. Nineteen additional homes were listed as tourist establishments. Twenty-five establishments were inspected and licensed. Two new applications were refused.

Other Activities

The co-ordinator was the guest speaker at the annual meeting of the Nova Scotia Farm and Country Vacation Association held in Truro, and at the DEVCO, Cape Breton Bed and Breakfast Association annual meeting.

The co-ordinator conducted two housekeeping workshops for accommodation operators and staff.

Campground Accommodation

Inspections

The campground inspection staff carried out 143 routine inspections of privately owned campgrounds between 1984 and April 1985. During the same period, 30 follow-up inspections were carried out to investigate infraction correction and complaints.

Renovations, Expansion, and Development

During this period, 50 inquiries were received concerning building, renovating, or operating new campgrounds. Site visits were made to 12 prospective campground locations for feasibility advice. Five alteration permits were issued to existing campgrounds for expansion purposes, and two construction permits were issued for new campground developments. Two new campgrounds opened, providing 24 new campsites.

Special-camping-area permits were issued to 12 properties for temporary camping at shopping centres and at festival sites.

Industry and Interdepartmental Support

The Senior Inspector of Camping Establishments made presentations at two Campground Owners Association meetings and had six separate meetings with executive members of the association throughout the year.

Seven meetings were held with area health units throughout the province and three visits were made to Department of Transportation offices relative to campground owner matters.

A statistical report on the 1984 camping season was prepared showing occupancy, trends, and origin of campers.

Nova Scotia Promotion — Outdoor Shows

The two campground inspection staff attended four travel shows in Harrisburg, Pennsylvania, Cleveland, Ohio, Anaheim, California, and Tampa, Florida, promoting Nova Scotia as a tourist destination.

Other Activities

The senior campground inspector, as a member of Voluntary Planning, attended 11 meetings on land-owner and land-user cooperation and 20 meetings of an education sub-committee relative to the subject of land use.

The senior inspector is a voting member of the Canadian Standards Association on the committee for recreation vehicle standards.

The campground inspection staff prepared display material for marketing at various shows.

Camping as a mode of vacation travel is showing a levelling-off in numbers and in some cases, a decline. Seasonal or long-stay camping in Nova Scotia is showing a decline. The seasonal campers are mainly Nova Scotians.

MARKETING AND PROMOTION DIVISION

The visit of the tall ships to Halifax and Sydney in 1984 highlighted the year's activities. The spectacular Parade of Sail led by *Bluenose II* climaxed the four-day stay in Halifax. The year also marked the 75th anniversary of the first flight of the Silver Dart. Anniversary celebrations occurred throughout the summer which included a visit from the Duke of Kent. The Nova Scotia Tattoo was staged once again with a host of new additions to the program. The well-received logo "Nova Scotia — There's So Much to Sea" continued to be used in all divisional programs.

Advertising

Co-operation was the key word in selling Nova Scotia in the marketplace, with Nova Scotia participating in a series of interesting co-op advertising ventures.

- Conquest Tours/Wardair Co-operative. Co-operative activities were continued with Wardair to generate major increases in the air arrivals into Halifax from central Canada.

- Air Canada Co-operative. Nova Scotia participated throughout the United States with local-market advertising on the Air Canada gateways.

- Liberty/GoGo Tours Co-operative. This venture, with a national, U.S.-based travel wholesaler and retailer, was continued. Holiday packages were simplified and streamlined for easier sale.

- The highly successful CN Marine and Prince of Fundy co-operative activities were continued.

Total Advertising Expenditures 1984–85

Creative	$ 423,729.27
Canada & U.S.	1,060,080.76
Co-ops	479,154.50
Regional	270,166.63
Trade	83,732.05
	$2,316,863.21

Literature

In 1984, the division improved the provincial travel guide by including seven newly created, six-color, regional pull-out maps and a new four-color trailways map. Also included were 25 tourist-symboled maps of 29 incorporated communities with populations over 1,400. Tourism-oriented establishment advertisements increased by 60 per cent to a total of 276. A separate publication of *Sports & Activities* and the well-received festivals and events map were provided as support to the major literature item.

Familiarization (FAM) Tours — 1984–85

FAM tours are conducted for travel influencers to familiarize them with the province so that they will become more aware of the Nova Scotia product. Familiarization tours are cost-shared by the Nova Scotia Department of Tourism, Tourism Canada, and the airlines.

Name of Person	Duration of FAM (days)	Name of Employer
Bob Bradford & Camille Stagg	7	Freelance writers (Chicago)
Hans Storg Fischer	10	Freelance writer (Germany)
Doris Kennedy	6	Freelance writer (Denver)
Ron Johnson	5	Freelance writer (Minneapolis)
Diane Chiasson	4	Freelance writer (Toronto)
Al Morland	7	Freelance writer (Florida)

Bill Hollenbeck	10	KKHI Radio (San Francisco)
Franz Rosenbaum	8	Freelance photographer (Tall Ships)
Chris Wood	4	Freelance writer (Toronto)
Belgian TV crew	10	Belgian TV Corporation
Simon Hoggart	5	*Observer Magazine* (London, England)
Rene Van den Eynde	6	Film producer (Belgium)
Jeramy Ferguson	4	*Financial Post*
Philip Linear	4	Radio broadcaster (New Zealand)
Ralph Peck	4	Freelance writer (Buffalo)
Gary Marchant	1.5	Vancouver, Calgary, Edmonton magazines
Roy Towers	4	*Glasgow Herald* (Scotland)
Yvon Deveau	4	*Chatelaine Magazine*
Robrecht Willaert	3	Editor, *Travel Express* (Belgium)
Bob Stubbs	3	Thomas Cook Holidays (Peterborough, England)
Brennan Tours	3	60 agents from SW States
Ben Wineglass	5	Heritage Motor Tours (Brooklyn, N.Y.)
Kevin Higham	6	Paragon Tours (Mass.)
Association executives	4	8 meeting planners from U.S.
Linda Brazeau	4	Tourism Canada
CV Tours	2	Agents from Paris
Bangor Chamber of Commerce	2	Agents from Bangor
Crimson Travel	2	Agents from Massachusetts
Nova Scotia Marketplace	4	Tour operators from Pennsylvania, New Jersey, Delaware
Tauck Tours	7	Agents from Los Angeles
Daughters of the Nile	4	Meeting planners

1984–85 Outdoor Writers Visiting on FAM Tours

Name	Representing
Hugh Shaw	*Atlantic Salmon Journal*
John Viehman	*Canoe Magazine*
John Vernon	United Artists, Los Angeles, California
John Muller	Norway Tourism Bureau
Chris Marshall	*Outdoor Canada*
Mike Norton	*Boston Globe*
Liz McGowan	*Backpacker Magazine*
Jim Hardy	Hardy Bros. Travel
George Gruenfield	*Montreal Gazette*
Tony Slone	Tourism Canada
Lee Wulff	*Outdoor Life*
Eric Outwater	New York Department of Commerce
Bill MacKeowan	*Outdoor Life*
Gary Power, James Maxwell	American publishers
Bill Simms	*Outside Magazine*
Ron Burnstein	*Outside Magazine*
Lenny Clarke	New England Cable T.V.
Jack Syrold	Tourism New Brunswick

Attractions and Events

Under the 1984–85 Attractions and Events Incentive Grants Program, 72 grants were awarded through regional tourist associations to eligible attractions and events. A total of $112,002 in grants was awarded.

Two hundred and ninety-seven attractions and events were listed on the 1984 *Sail On* events map and calendar, while 200 events were listed in the *Nova Scotia Travel Guide* in 1984. Seventy attractions and events were highlighted in the "Sail On" regional radio promotions.

Convention Development and Sales

The World Trade and Convention Centre, Halifax, has assumed the major portion of convention development and sales in liaison with the Nova Scotia Department of Tourism which offers support services to conventions both in and out of province. Tourist literature

and promotional materials were supplied to delegates attending in-province conventions, conferences, seminars, and small meetings. Promotional material was also supplied to Nova Scotia delegates attending out-of-province conventions to assist them in efforts to encourage national and international organizations to consider Nova Scotia as a future convention site.

Enrollment in "The Order of Good Time" exceeded 30,000, and it remains one of the most popular promotional tools employed by the department.

Portland Information Office

The Portland Information Office provides information, travel counselling, and accommodation reservation services for Nova Scotia to residents of the United States.

With computer terminal facilities available and tied into the on-line Check-In computer in Halifax, Portland office is able to process inquiries, make and confirm reservations for consumers and travel agents, and process the sales of packaged tours to Nova Scotia.

In the 1984–85 fiscal year Portland office processed 78,934 inquiries, an increase of 23 per cent over the previous fiscal year. Within this number the Portland office completed 8,994 reservations.

During the off-season months, the office remains staffed, and inquiries and reservations are processed. In addition, staff attends travel-trade activities in the New England area, as time permits, and co-operates with Tourism Canada in its various travel-trade market activities.

Research Section — Tourist Data Summary

Non-resident travellers to Nova Scotia using air, auto, and motor-coach spent over $200,000,000 in 1984 (May 15 to October 31).

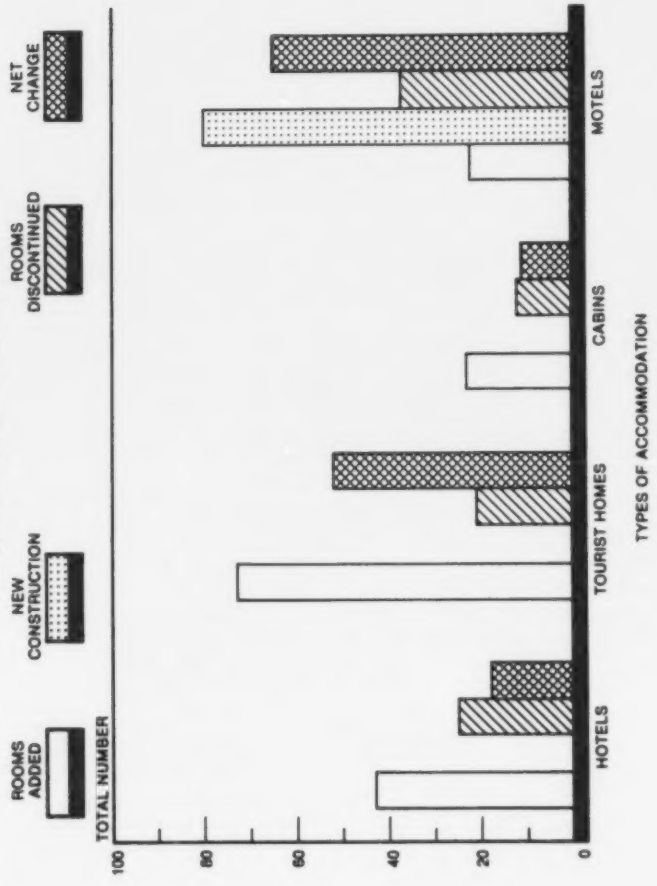
Approximately 1,309,000 non-residents visited Nova Scotia, with most arriving by automobile (78.2 per cent).

Of the overnight visitors by air and auto, 47 per cent came on holiday/vacation, 33 per cent came to visit friends and relatives. The remainder was split among business and recreation.

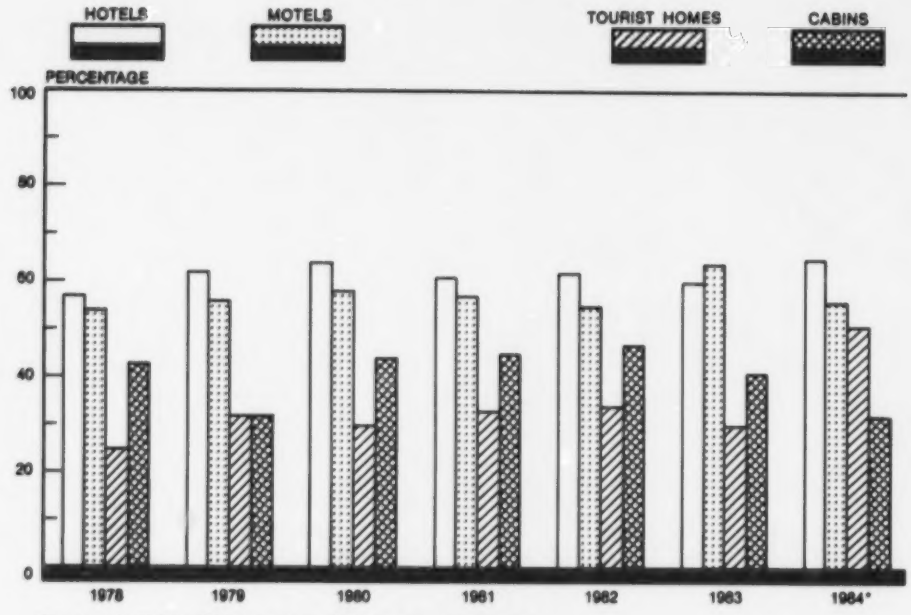
Occupancy Statistics

Room occupancy statistics compiled by the Research Section in percentages are shown on the following table. It should be noted that in 1984 occupancy statistics were computerized. This process involved a review of accommodation types that resulted in many tourist homes and cabins being reallocated to the hotels classification.

Type of Accommodation	1978	1979	1980	1981	1982	1983	1984
Hotels	57	62	64	61	62	60	65
Motels	54	56	58	57	55	64	56
Tourist homes	25	32	30	33	34	30	51
Cabins	43	32	44	45	47	41	32


Changes in Fixed-Roof Accommodation
ROOMS ADDED
NEW CONSTRUCTION
ROOMS DISCONTINUED
NET CHANGE
TOTAL NUMBER
100
80
60
40
20
0
HOTELS
TOURIST HOMES
CABINS
MOTELS
TYPES OF ACCOMMODATION

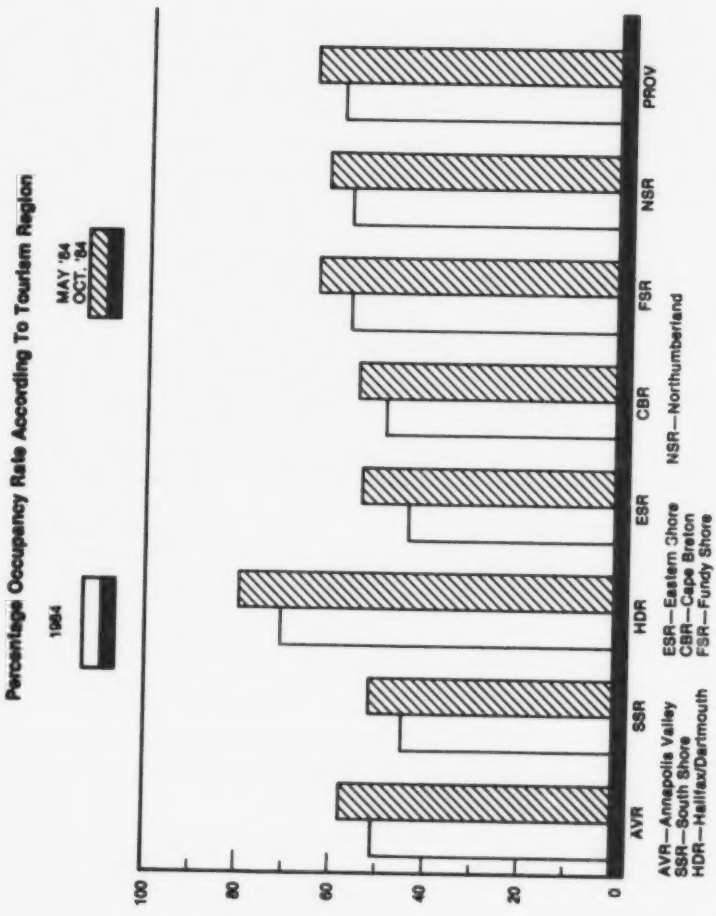
Percentage Occupancy



*Please note that in 1984 occupancy statistics were computerized. The process involved a review of accommodation types resulting in many tourist homes and cabins being reclassified.

Occupancy rates for the tourist regions, shown in percentages, are as follows:

Tourism Region	1984	May '84–Oct. '84
Annapolis Valley	51	58
South Shore	45	52
Halifax/Dartmouth	71	80
Eastern Shore	44	54
Cape Breton	49	55
Fundy Shore	57	64
Northumberland Shore	57	62
Province	59	65


Percentage Occupancy Rate According To Tourism Region
1984
MAY '84
OCT. '84
100
80
60
40
20
0
AVR
SSR
HDR
ESR
CBR
FSR
NSR
PROV
AVR—Annapolis Valley
SSR—South Shore
HDR—Halifax/Dartmouth
ESR—Eastern Shore
CBR—Cape Breton
FSR—Fundy Shore
NSR—Northumberland

PROVINCIAL RESORT HOTELS DIVISION

The Nova Scotia Provincial Resort Hotels continue to strive for excellence in serving their guests. The Pines Resort Hotel in Digby opened for the 1984 season on June 3 and closed on October 19. Their 1984 occupancy was 67.8 per cent, which was down 6.1 per cent from the previous year. Keltic Lodge in Ingonish Beach opened for the summer season June 1 and closed October 19. Their 1984 occupancy was 84.3 per cent, which was up 2.2 per cent from the previous year. Liscombe Lodge in Liscombe Mills opened June 1 and closed October 20. Their 1984 occupancy was 84.2 per cent, which was up 4.2 per cent from the previous year. Total occupancy for the season was 75.6 per cent, down slightly (1.9 per cent from the 1983 fiscal year.

Although occupancy was slightly down from the previous fiscal year, individual reservations increased while motorcoach tour visits declined. Package reservations increased in popularity, and the provincial resorts continued their participation in this type of promotion.

The total number of guests who stayed at the provincial resorts during this season exceeded 54,000, compared to 55,000 for the previous year. Responses from guests were monitored on a daily basis from guest comment cards which were placed in the rooms. From these comments, the following statistics were obtained:

- 87.7 per cent of guests who responded to the comment card stated that staff courtesy and efficiency were excellent, while another 10.4 per cent said they were satisfactory.

- 83.1 per cent of guests who responded indicated that room accommodation and housekeeping were excellent, and another 12.7 per cent said they were satisfactory.

- 80.5 per cent of guests who responded indicated that restaurant and beverage service was excellent, while another 13.7 per cent thought it was satisfactory.

- food presentation and quality received an excellent rating from 83.3 per cent of the respondents and another 12 per cent thought they were satisfactory.

In all categories, the majority of responses was excellent. Only .4 per cent of all guests responding indicated dissatisfaction with the services.

It can be seen from these comments that a sincere effort is made by the staff to make each guest's stay as pleasurable as possible. This is accomplished despite the seasonal nature of their employment, with most of the dining-room staff returning to studies more than six weeks before the end of the season.

Keltic Lodge, in particular the Main Lodge, received an extensive refurbishing during the winter and opened with new guest room appointments. Repeat guests expressed their pleasure at these changes and special mention was made of the appropriateness of using Nova Scotia crafted products.

At Liscombe Lodge a pedestrian passage was constructed under Liscomb River Bridge for guest safety in crossing from one side of the property to the other. New underground-wired light fixtures were installed for evening hours. Continued landscaping was aimed at enhancing the general appearance of the grounds.

The Pines continued to upgrade its grounds and facilities for guest enjoyment. The dining room was updated with new carpet and draperies. The china, which portrays the provincial flower, trailing arbutus, (more commonly known as the mayflower), enhances the ambience of the room.

Owing to better than usual weather conditions, Cape Smokey enjoyed 96 days of operations, one of the longest seasons in recent years. The Ski School program continued to be favorably accepted and beneficial to area residents.

TRAVEL INFORMATION DIVISION

Editorial Services

The Editorial Services section researched and produced 17 feature stories on Nova Scotia during the 1984–85 fiscal year and distributed them to about 800 newspapers and other publications across North America. English versions went to about 665 English publications, and French translations to about 143 French publications. There was also some distribution in Europe.

The section also produced photographs to accompany 12 of these feature stories.

Clippings provided by an American and a Canadian clipping service show that at least 93,600 lines of editorial and pictorial copy produced and disseminated by this section were used verbatim in various provincial, national, and international publications. This copy has an estimated value of $250,000 in terms of cost of the same amount of advertising space. When the credibility factor—the believability of editorial copy in comparison to advertising copy—is taken into consideration the value is closer to $1,000,000.

Another 326,900 lines of editorial and pictorial copy promoting Nova Scotia as a tourism destination were carried in provincial, national, and international publications, some of which contain various degrees of input from the editorial services section. The value in terms of cost of the same amount of advertising is estimated to be $800,000; more than $3,000,000 when the credibility factor is applied.

The Editorial Services section maintained close liaison with Tourism Canada and a growing number of travel writers across North America as well as in Europe, providing ideas, information, and research to assist them in producing articles on Nova Scotia, promoting this province as a travel destination.

The section also continued to carry out such regular functions as researching and writing speeches for senior officials of the department, preparing and distributing departmental press releases, maintaining clipping files and monitoring usage and value of the section's editorial material, as well as assisting other departmental divisions in audio-visual and promotional efforts, including the production of the department's major publication, the annual travel guide.

Audio-Visual Section

The audio-visual section is responsible for the development and maintenance of a 35-mm color-slide library of tourism-oriented photographs covering the entire province, presently numbering 19,000; the production and distribution of slide and video presentations to support tourism marketing promotions; the servicing of color and black and white photographic requests from the travel trade and other specialized requests; the production of slide and video audio-visual presentations for provincial tourist information centres; and the maintenance of all audio-visual equipment and portable displays within the department and the travel information centres.

Activities

Three major audio-visual presentations were produced in-house.

1. A nine-minute video presentation was produced in co-operation with the Department of National Defence to promote the 75th anniversary of the Canadian Navy. The presentation was distributed on 3/4-inch video cassette throughout Canada and the United States through cable and regular television stations.

2. A 10-minute, three-projector slide show was produced to introduce the Nova Scotia Travel Industry-endorsed "Welcome Mat Program." The audio-visual was transferred to video cassette and turned over to TIANS for distribution to all segments of the Nova Scotia travel industry.

3. An 11-minute, three-projector audio-visual presentation entitled *Nova Scotia: A Land Shaped By The Sea* was produced for the travel information centers in Yarmouth and Wood Islands. The audio-visual was transferred to video for the Amherst Information Centre, as well as for distribution through cable TV stations in Nova Scotia, and it will be submitted for inclusion in the Canadian Travel Film Library program.

A 15-minute, 16-mm film promoting deepsea fishing and salmon fishing outfitters in the province, *Tight Lines Nova Scotia*, was produced for the department's Marketing division. The film was intended primarily for outdoor travel promotion and was accepted for limited distribution through the Canadian Travel Film Program. The film was transferred to video cassette.

Seven hundred requests for color slides and black and white photographs were processed for the travel trade, including travel writers and convention promotion. One hundred and fifty requests for color slides and promotional literature were processed for International Rotary students and 100 requests for color slides were serviced for in-house promotions by the Marketing Division, Industry Development, Hotel Division and Editorial Services.

Three thousand slides were added to the tourism file, bringing the total to 19,000. This year's shoots focused on the Lighthouse Route, Northumberland Shore, Halifax/Dartmouth, and Cape Breton regions.

Information Bureaus

Eleven visitor information centres are operated by this division. Most of these are located at points of entry into the province. Two centres are open year round, namely, the Red Store in Halifax's Historic Properties and the information counter in the Halifax International Airport. The latter information centre is completely funded by the federal Department of Transport. The Tidal Power Information Centre in Annapolis Royal is open for an extended period, but generally the season is early May until late October.

Counsellors employed by this division and under the provincial employment program assist visitors by advising them of what there is to see and do throughout the entire province and in the immediate area in which the visitor intends to travel. It is hoped that the counsellors will persuade visitors to remain in the province longer or to return in the future to see what they miss on their current visit.

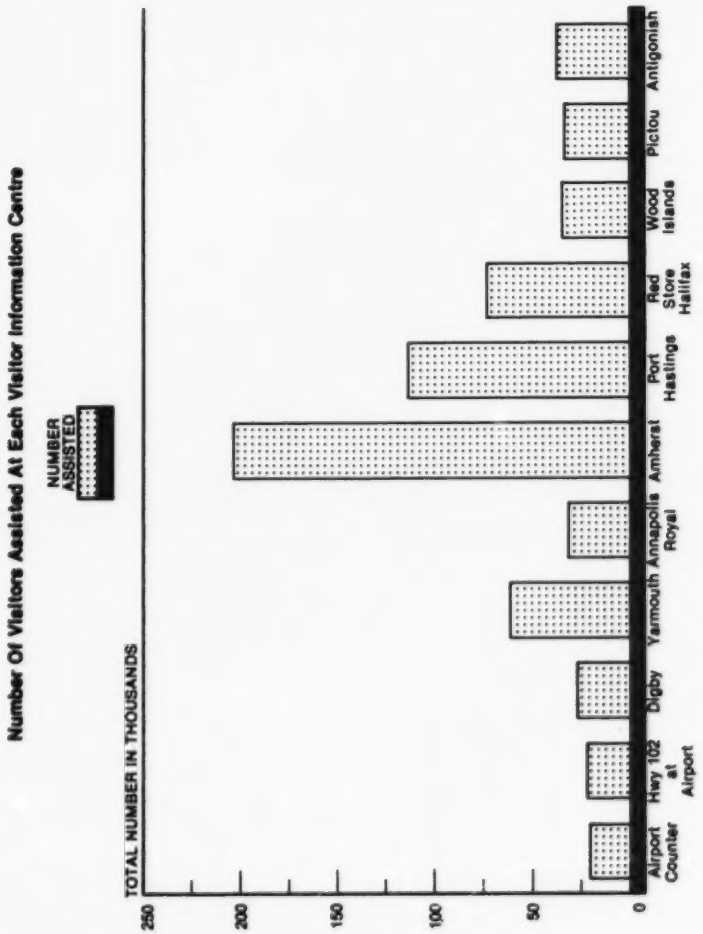
The various visitor centre locations, including both buildings and grounds, are continually being upgraded. Comments received show that these efforts are succeeding.

General Data:
Visitor Information Centres
April 1, 1984 - March 31, 1985

Location	Season	Services Offered	Staff			Visitors Assisted	Reservations through Check Inns
			Info. Counter	PEP	Caretakers		
Airport counter	Year-round	Information centre (tourism only)	4	—	—	20,672	—
Hwy. 102 at Airport	June 15–Sept. 10	Information counter	1	4	—	22,098	—
Digby	May 15–Oct. 31	Information counter	6	1	1	27,226	—
Yarmouth	May 16–Oct. 31	Information counter, artifacts and displays, theatre	3	3	1	61,454	460
Tidal Power, Annapolis Royal	Year-round	Information counter	3	1	—	31,626 (est)	—
Amherst	May 1–Oct. 31	Information counter, artifacts and displays, theatre, piper	9	4	8	203,717	1,381
Port Hastings	May 15–Oct. 15	Information counter	8	7	1	113,669	2,768
Halifax Red Store	Year-round	Information counter	10	2	—	73,085	434
Pictou	May 24–Oct. 15	Information counter	5	2	2	33,372	663

General Data:
Visitor Information Centres
April 1, 1984 - March 31, 1985

Wood Islands	June 15–Sept. 15	Information counter, artifacts and displays, theatre	5	2	1	34,580	1,344
Antigonish	May 15–Oct. 15	Information counter	4	6	1	37,193	1,001


Number Of Visitors Assisted At Each Visitor Information Centre
NUMBER ASSISTED
TOTAL NUMBER IN THOUSANDS
250
200
150
100
50
0
Airport Counter
Hwy 102 at Airport
Digby
Yarmouth
Annapolis Royal
Amherst
Port Hastings
Red Store Halifax
Wood Islands
Pictou
Antigonish

Red Store — Historic Properties

The information office at Historic Properties in downtown Halifax has completed its tenth year of operation. The office is located in the Red Store Building on Privateers Wharf adjacent to the permanent berth of *Bluenose II*. The centre is staffed year-round by four permanent members and additional casual staff are employed for the tourist season.

During this reporting period, 73,085 visitors were welcomed at this information bureau. The staff also processed 33,015 phone calls and 36,949 mail inquiries.

Distribution Centre

Approximately 2,699,500 pieces of Department of Tourism and private-sector literature were distributed to departmental tourist information offices and bureaus, municipal tourist bureaus in Nova Scotia, the Canadian Government Office of Tourism, travel agents, tour wholesalers, automobile clubs, and Canadian embassies and trade commissions.

More than 67,076 pieces of mail passed through the Distribution Centre postage machine. As well, several thousand letters were mailed from the main office in response to inquiries which could not be dealt with by literature alone.

The Distribution Centre prepared in excess of 74,800 information kits to be used by the Portland Office, as well as 60,047 kits which were mailed to various addresses in Canada, the United States, and overseas.